

Subject: Only in Hollywood Autumn 2017 Newsletter

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To: <HEDlines@list.hollywoodbid.org>

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now!



BIDs Get Hitched!

Both the Sunset & Vine District and the Hollywood Entertainment District are set to expire December, 2018. When both BIDs were last re-established (in 2009 and 2012, respectively) the idea was to have them expire simultaneously in order to research the option of combining our two districts. Starting in September, 2016, the two boards created an ad-hoc BID Renewal Steering Committee to look at several options for renewal. The group, with the help of an independent consultant, Urban Place Consulting, analyzed several variables. They looked at everything from staffing configurations to current service levels and needs. After much deliberation and debate, the decision was made to roll the two BIDs into one beginning in January, 2019.

The committee also opted to increase service levels. Developing four new zones of service (there are currently six combined in the two BIDs) allowed for economies of scale in these areas. Additionally, the need to allow for a greater security presence was addressed by the addition of over \$1 Million to this budget item alone.

New 2019-2018 BID Facts at a Glance
Name: Hollywood Entertainment District
Budget: Approx. \$7.3M
Boundary: No change except that HED will expand to incorporate the properties located in the former SVBID.
Zones of Benefit: Four zones. Plus, inclusion of an Alley Overlay Zone in the former HED and the Tourism District Overlay Zone.
Assessment Formula: Predicated upon the following characteristics – 50 percent front footage; 20 percent parcel size; 30 percent building square footage.
Info meeting about new BID (see pg. 2)

A new Management District Plan, which is the governing document for the new BID, is currently in the works. The goal is to have all documents completed before the end of

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Don Jacinto, General Manager of the Hollywood Roosevelt Hotel, welcomes attendees to the joint 2017 Annual All Property Owners Meeting on August 24. (Photo by Devin Strecker)

Rising to the Challenge

Annual Meeting Addressed Challenges and Opportunities

Property owners and their representatives from the Hollywood Entertainment District and the Sunset & Vine District came together for the 20th annual All Property Owners Meeting. It was held this year at the Hollywood Roosevelt Hotel's Academy Room on Thursday, August 24, 2017.

The meeting was a little different from past years, as staff opened the meeting by acknowledging the difficult year experienced by many businesses and organizations in the area, due to the increases in crime, homelessness and encampments, and the unintended consequences of changes in various state and local laws and ordinances that have made enforcement more difficult. Executive Director **Kerry Morrison** shared concerns from business and property owners, spoke to the myriad issues that staff has addressed over the past year, and reflected on her twenty years working for the BID. LAPD Hollywood Commanding Officer **Cory Palka**

shared his perspective on the challenges facing law enforcement officers in Hollywood and took questions from the audience.

However, good news was shared on the bright spots in Hollywood, including the BID's maintenance, beautification, wayfinding signage and event programming initiatives, new developments, and new businesses to celebrate. Further, even more exciting news about the future of the two BIDs - soon to become one large District (the largest in Los Angeles), was shared by BID renewal co-chairs **Brian Folb** and **John Tronson**. Sunset & Vine District board president **Fabio Conti** concluded the meeting with closing remarks.

Despite the current challenges, Hollywood truly is rising to the occasion, strengthening its voice and looking to a bright future.

See page 6 for photos from the Annual All Property Owners Meeting and additional information about BID renewal.

- DEVIN STRECKER, @DEVINTAIT

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